

SECTION 6.07 OVERLAY ZONING DISTRICT DEVELOPMENT STANDARDS

(A) *Gateway Corridor Overlay District.*

1. General Requirements.

The following general requirements apply to the Gateway Corridor Overlay District:

- a. The Gateway Corridor Overlay District is a district that supplements the underlying zoning district established on the site. In addition to the requirements of the underlying zoning district(s), the requirements herein shall apply to all new construction, additions, alterations, or expansions to existing buildings, parking lots or vehicular storage areas, as expressed herein.
- b. All uses permitted in the underlying zoning districts are allowed as regulated by said districts, unless explicitly expressed herein.
- c. The specific development requirements of the Gateway Corridor Overlay District shall apply uniformly to all buildings on parcels that lie, in whole or in part, within the overlay.
- d. In case of conflict with the regulations of the underlying zoning district within the Unified Development Ordinance and these requirements, the requirements of this overlay shall govern.

2. Applicability.

The Gateway Corridor Overlay District standards shall apply to all buildings on lots or open uses of land constructed, reconstructed, or established whereby the lot either fronts directly onto the corridor or to buildings within 300 ft. of the centerline of Highway 904 and Sunset Blvd; whichever is less. The boundary of the overlay shall begin at the intersection of Old Georgetown Rd. and NC Highway 904, running southward along Highway 904 to the intersection of NC Highway 904 and Sunset Blvd., then running West along Sunset Blvd., terminating at the Intercoastal Waterway; as depicted on the Official Zoning Map of the Town of Sunset Beach.

3. Exemptions. The Gateway Corridor Overlay District design standards shall not apply to:

- a. Single-family and duplex dwellings;
- b. Development within the Mixed-Use District (MUD);
- c. Churches or other places of religious assembly as a principle use on their own lot; and
- d. Golf courses and golf driving ranges.
- e. Those buildings existing on the effective date of the establishment of this overlay whose improvements do not exceed 50% of the structure's tax value of a 5,000 sf or less structure or do not exceed 25% of the structure's tax value of a structure greater than 5,000 sf. Tax values shall be based upon those provided by the Brunswick County Assessor's office.
- f. Those projects that have an approved Site Specific Development Plan in compliance with the Unified Development Ordinance.

4. Expansion of Existing Uses.

Those buildings whose improvements exceed 50% of the structure's tax value of a 5,000 sf or less structure or exceed 25% of the structure's tax value of a structure greater than 5,000 sf (tax values shall be based upon those provided by the Brunswick County Assessor's office) after the effective date of this overlay, the following requirements shall be met:

- a. Required street planting yards shall be provided. In locations where the entire width of the required planting yard cannot be provided due to existing development, planting yards shall be provided to the extent possible, with no reduction in the size or numbers of required plantings.
- b. The expanded portion only of any new parking lot or vehicular storage area shall meet the full landscaping and screening requirements for parking and vehicular surface areas.
- c. Nonconforming signage shall comply with the Unified Development Ordinance.
- d. A pedestrian path shall be required to be constructed in accordance with Section 6.07 (5)(C)(3) of this ordinance.

5. Use and Design Standards.

- (A) Landscaping and Screening Requirements: Landscaping and screening shall be in planted in accordance with the requirements in Article 10 of the Unified Development Ordinance (UDO). However, the permitted tree types shall be limited to the following:

Botanical Name	Common Name
Larger Trees and Shade Trees	
Magnolia Grandiflora	Southern Magnolia
Sabal Palmetto	Sabal Palm
Quercus Phellos	Willow Oak
Quercus Virginiana	Live Oak
Taxodium Distichum	Bald Cypress
Acer Rubrum	Red Maple
Quereus Falcata	Southern Red Oak
Juniperus Virginiana	Southern Red Cedar
Pinus Glabra	Spruce Pine
Understory Trees	
Cerci Canadensis	Redbud
Cornus Florida	Flowering Dogwood
Ilex "Nellie Stevens"	Nellie Stevens Holly
Ilex Opaca	American Holly
Lagerstroemia Hybrids	Crape Myrtle Hybrids
Magnolia Soulangiana	Saucer Magnolia
Magnolia Virginiana	Sweet Bay Magnolia
Prunus Caroliniana	Carolina Cherry
Acer Palmatum	Japanese Maple
Eriobotrya Japonica	Loquat
Prunus Serrulata	Japanese Flowering Cherry
Aesculus Pavia	Red Buckeye

(B) Parking and Loading Areas:

(1) Parking in the front of the building shall be limited to no more than 2 rows of parking parallel to the front façade of the principle building.

(2) Bicycle racks shall be required.

a. A minimum of 3 bicycle parking spaces shall be provided. In addition to the required number bicycle rack spaces, spaces shall be provided at a rate of 1 bicycle space for every 20 required parking spaces; up to a maximum of 6 bicycle spaces. In the instance of a resulting fraction in calculation, the number shall be rounded up to the next applicable number.

(C) Access Management:

(1) Driveway access for individual lots shall be limited to shared driveways at a minimum rate of one (1) driveway per two (2) lots to avoid multiple driveway cuts. Individual driveway accesses may be allowed at the discretion of the Planning Board when site conditions relative to topography, avoiding utility infrastructure, or other clearly identifiable safety conditions are present.

(2) Cross access lanes shall be provided to neighboring properties to ensure access without the need to re-enter the road system. The Planning Board may waive or modify this requirement when site conditions relative to topography, avoiding utility infrastructure, or other clearly identifiable safety conditions are present.

(3) A pedestrian path shall be required to be constructed along the entire frontage of the subject property where the development is occurring. The path shall be constructed to a minimum width of 5 ft. and to the specifications established for sidewalk construction found in Chapter 98 of the Town Code.

(D) Lighting:

(1) For all lots with an existing or proposed cumulative building square footage of less than 25,000 sq. ft., all parking lot lighting shall be limited to a maximum height of 25 ft. Where possible, light poles shall be selected so they are consistent with existing lighting fixtures within the overlay district. Such lighting should be selected as a Brunswick Electric Membership Corporation (BEMC) specialty fixture comparable with the image contained within this section. The Planning Board may apply discretion in selection of any lighting fixtures.



(2) Decorative pathway lighting shall be provided for all pedestrian paths required by this overlay. Such lighting may include landscaping or bollard lighting to allow for adequate illumination of the path during night hours.

(E) Convenience Stores with Fuel Pumps and Gasoline Service Stations:

(1) Buildings: Convenience store and gasoline service station buildings shall comply with the following standards:

- a. Buildings shall have hip or gable roofs with earth colors. Flat roofs are prohibited;
- b. Buildings shall be constructed with earth tone brick or with masonry which is painted with natural earth tones.

(2) Canopies:

- a. The maximum area of signage affixed to each side of a canopy shall not exceed 20 square feet or 25 percent of the canopy fascia, whichever is less
- b. Canopy columns shall be finished with either brick or masonry that is consistent with the principal building material.

(3) Landscape boulders or other decorative devices shall be used near driveway entrances in lieu of steel bollards. However, bollards may be used to protect fuel pump islands.

(4) Fuel pricing signs shall display only the name, trademark, registered logo or vehicular fuel product and prices

(F) Architecture:

(1) Primary building facades within the corridor overlay shall be finished with at least 80% of one or more of the following materials:

- a. Brick and brick veneer;
- b. Stone, stone veneer, and cultured stone;
- c. Precast or field-poured tilt concrete panels with texture and architectural detailing;
- d. Stucco with architectural detailing;
- e. Cementous siding;
- f. Wood and wood materials designed and intended for use as exterior finish material;
- g. Tilt wall panels;
- h. Split-faced Concrete Masonry Units (CMU);
- i. Other materials approved by the Planning Board consistent with the purpose of these standards.

(2) Corrugated metal or vinyl siding used as a primary siding material is prohibited. However, such siding may be used for secondary trim and architectural accent materials not included in the principle façade calculation as outline in F(1) above.

(3) No awnings or canopy fascia shall be internally lit.

(4) Exposed neon tubing or other similar lighting shall not be allowed as exterior building treatments.

(5) Applicants are required to submit color renderings, color elevation drawings, or color photographs with the site plan or to place a note on the site plan indicating that compliance with this section shall be achieved and approved by the Planning and Inspections Director prior to installation.

(G) Color

1. Building and roof colors shall consist of earth tone colors. Primary colors or bright colors shall be limited to trim and signage. Day glow or neon colors shall be prohibited. This standard shall apply at any time a building is refaced, repainted, or when the exterior color of the applicable wall is substantially changed by more than 50%.
2. Applicants are required to submit color renderings, color elevation drawings, or color photographs with the site plan or to place a note on the site plan indicating that compliance with this section shall be achieved and approved by the Planning and Inspections Director prior to installation.
3. The overall exterior color scheme must be selected to be harmonious with the neighborhood and blend with the natural surroundings of the site. Earth tones must be chosen as the predominant colors. Colors shall not be used to cause the structure to stand out from others or its background. Consideration must be given to the compatibility of colors with those existing in the vicinity. The size of the structure and the amount of shading it will receive are also factors in the selection of colors. Colors that may be approved on sites with good tree coverage providing adequate shading may not be approved on a site with inadequate shading. An example earth tone color palate is provided herein.



4. Color Hue. Any accent colors shall be of analogous tints, shades, or tones that are low in intensity or brightness. Primary, secondary, and highly saturated, bright tertiary colors

should be avoided. Accent colors may only be approved for very limited use where appropriate to highlight a feature of the design or provide visual interest. A small area of brighter color may be appropriate to emphasize an architectural detail but would not be approved for a larger area. The number of such colors shall be limited and must be compatible within the overall color scheme.

5. Contrast. Exterior color schemes must avoid placing together colors with values that are highly contrasting. Subtle levels of contrast are desirable to emphasize architectural elements or to provide visual interest. A slightly darker wall color on the bottom story of a two-story structure may help reduce the visual height of the building. The use of black, white or off-white is typically avoided and may be approved only for very limited use where a high level of contrast is warranted.

6. Signage.

Signage shall be in accordance with the following requirements. In case of conflict with the signage provisions of the underlying zoning districts, the stricter standard shall apply.

(1) Prohibited signs: In addition to signage prohibited by the Unified Development Ordinance, the following signs shall be prohibited in the corridor overlay:

a. Signs containing exposed neon tubing, but not including those attached to or displayed within a window.